

Message Text

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PAGE 01 STOCKH 01212 211543Z

66

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 (ISO) W

----- 046904

R 211525Z MAR 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 1646

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 1212

FOR BIC/OED/DFPD AND OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAMS: INCOMING GROUP TRAVEL TO THE US

REFS: 1. STATE A-6969, AUGUST 13, 1973; 2. STOCKHOLM A-451,
DECEMBER 7, 1973; 3. STATE 16997; 4. USDOC 2969;
5. STOCKHOLM A-61

1. EXPO '74, WORLD'S FAIR, P.O. BOX 1974, SPOKANE, WASHINGTON
99210 HAS JUST FORWARDED US ONE REPEAT ONE COPY ITS EXCELLENT
FORTYEIGHT (48) PAGE BROCHURE ENTITLED: "WORLD FESTIVAL OF
ENTERTAINMENT" FOR EXPO '74 MAY 4- NOVEMBER 3.

2. WE HAVE RECEIVED EXCITING RESPONSES FROM OUT CONTACTS HERE
IN SAS AND NYMAN & SCHULTZ BOTH OF WHOM, AS REPORTED REFAIR
TWO, ARE PREPARED TO COOPERATE WITH US IN PROMOTION GROUP AND
BUSINESS TRAVEL TO US AND PARTICULARLY TO THIS MAJOR US EVENT.

3. MOREOVER, COMMERCIAL ATTACHE OSLO, WHO HAS BEEN
PARTICULARLY EFFECTIVE IN PROMOTING TRAVEL TO COMMERCE-
SPONSORED EVENTS THIS TRADE CENTER, HAS NOW ALSO RECEIVED
ADDITIONAL INQUIRY AS REGARDS EXTENT TO WHICH, AS A QUID PRO
QUO, WE MAY COOPERATE WITH SAS (AND TRAVEL AGENCIES) ON
PRINTING, TRAVEL PROMOTION ETC., PER REFAIR TWO FROM
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THROUGHOUT SCANDINAVIA FOCUSED ON STOCKHOLM TRADE CENTER EVENTS.

4. WOULD APPRECIATE EARLY CLARIFICATION POINTS NOTED
REFTEL (FOUR) IN ORDER THAT WE MAY MOVE FORWARD IN THIS
IMPORTANT PROGRAM. IN THE MEANTIME, CAN EXPO '74 PROVIDE US
WITH 300 BROCHURES AS PER PARAGRAPH ONE FOR USE BY SAS/
NYMAN & SCHULTZ PENDING THEIR OWN PRINTING PROGRAM?
OLSEN

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Disposition Event:
Disposition History: n/a
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